

# ORDER



**WSAW-TV**

WSAW

**Orders**  
**Order / Rev:** 78351  
**Alt Order #:**  
**Product Desc:** 2014 SWF 10/8 A  
**Estimate:**  
**Flight Dates:** 10/08/14 - 10/14/14  
**Original Date / Rev:** 10/06/14 / 10/07/14  
**Order Type:** NORMAL

**Primary AE:** Wausau House  
**Sales Office:** WAUR  
**Sales Region:** Regl

**Agency Name:** Nonbox - Eisner  
**Buying Contact:**  
**Billing Contact:**  
 5307 S 92 St  
 Hales Corner, WI 53130

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Friends of Scott Walker  
**Demographic:** HH  
**Product Codes:** Candidate - State - Governor  
**Priority:** P-01  
**Revenue Codes:** AGY, POL, POL-CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** 30095  
**Agency External ID:** 4027

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/29/14	10/14/14	84	\$41,325.00	\$35,126.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2014	84	\$41,325.00	\$35,126.25	0.00
<b>Totals</b>	<b>84</b>	<b>\$41,325.00</b>	<b>\$35,126.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Wausau House			Start Of Order - End Of Order	100%

*Grid*

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WSAW	10/08/14	10/14/14	Sunrise 7 @ 5a Sunrise 7 @ 5a	CM	4:58a-6a	-1--1--	:30	2	\$150.00	P-01	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/14	10/12/14	----1--		1				\$150.00		0.00			
		Week: 10/13/14	10/19/14	-1-----		1				\$150.00		0.00			
N 2	WSAW	10/08/14	10/14/14	Sunrise 7 @ 6a Sunrise 7 @ 6a	CM	557a-7a	-11-1--	:30	3	\$200.00	P-01	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/14	10/12/14	--1-1--		2				\$200.00		0.00			
		Week: 10/13/14	10/19/14	-1-----		1				\$200.00		0.00			
N 3	WSAW	10/08/14	10/14/14	CBS This Morning CBS This Morning	CM	7a-9a	11111--	:30	5	\$150.00	P-01	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/14	10/12/14	--111--		3				\$150.00		0.00			
		Week: 10/13/14	10/19/14	11-----		2				\$150.00		0.00			
N 4	WSAW	10/08/14	10/14/14	M-F 9a-930a M-F 9a-930a	CM	9a-930a	11111--	:30	5	\$60.00	P-01	0.00	NM	5	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/14	10/12/14	--111--		3				\$60.00		0.00			
		Week: 10/13/14	10/19/14	11-----		2				\$60.00		0.00			
N 5	WSAW	10/08/14	10/14/14	M-F 930a-10a M-F 930a-10a	CM	930a-10a	11111--	:30	5	\$75.00	P-01	0.00	NM	5	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/14	10/12/14	--111--		3				\$75.00		0.00			
		Week: 10/13/14	10/19/14	11-----		2				\$75.00		0.00			

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 Flight Dates: 10/08/14 - 10/14/14

Advertiser: Friends of Scott Walker  
 Product Desc: 2014 SWF 10/8 A  
 Estimate:

WSAW

Grid

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	WSAW	10/08/14	10/14/14	Price Is Right Price Is Right	CM	958a-11a	11111--	:30	5	\$250.00	P-01	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/14	10/12/14	--111--					3	\$250.00		0.00			
		Week: 10/13/14	10/19/14	11-----					2	\$250.00		0.00			
N 7	WSAW	10/08/14	10/14/14	Young and the Restless Young and the Restless	CM	11a-12p	11111--	:30	5	\$250.00	P-01	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/14	10/12/14	--111--					3	\$250.00		0.00			
		Week: 10/13/14	10/19/14	11-----					2	\$250.00		0.00			
N 8	WSAW	10/08/14	10/14/14	News Channel 7 @ Noon News Channel 7 @ Noon	CM	12:15 PM-12:30 PM (12:15 PM-12:30 PM)	11-1--	:30	3	\$500.00	P-01	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/14	10/12/14	--1-1--					2	\$500.00		0.00			
		Week: 10/13/14	10/19/14	-1-----					1	\$500.00		0.00			
N 9	WSAW	10/08/14	10/14/14	Daytime Rotator M-F Daytime Rotator M-F	CM	12:30 PM-2:00 PM (12:30 PM-2:00 PM)	11111--	:30	5	\$150.00	P-01	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/14	10/12/14	--111--					3	\$150.00		0.00			
		Week: 10/13/14	10/19/14	11-----					2	\$150.00		0.00			
N 10	WSAW	10/08/14	10/14/14	Let's Make A Deal Let's Make A Deal	CM	2p-3p	11111--	:30	5	\$150.00	P-01	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/14	10/12/14	--111--					3	\$150.00		0.00			
		Week: 10/13/14	10/19/14	11-----					2	\$150.00		0.00			
N 11	WSAW	10/08/14	10/14/14	M-F 3p-4p M-F 3p-4p	CM	3p-4p	11111--	:30	5	\$80.00	P-01	0.00	NM	5	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/14	10/12/14	--111--					3	\$80.00		0.00			
		Week: 10/13/14	10/19/14	11-----					2	\$80.00		0.00			
N 12	WSAW	10/08/14	10/14/14	M-F 4p-5p M-F 4p-5p	CM	3:58p-5p	11111--	:30	5	\$200.00	P-01	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/14	10/12/14	--111--					3	\$200.00		0.00			
		Week: 10/13/14	10/19/14	11-----					2	\$200.00		0.00			
N 13	WSAW	10/08/14	10/14/14	News Channel 7 @ 5p News Channel 7 @ 5p	CM	5:15 PM-5:30 PM (5:15 PM-5:30 PM)	1--1---	:30	2	\$750.00	P-01	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/14	10/12/14	---1---					1	\$750.00		0.00			
		Week: 10/13/14	10/19/14	1-----					1	\$750.00		0.00			
N 14	WSAW	10/08/14	10/14/14	David Letterman David Letterman	CM	1035p1135p	111-1--	:30	4	\$150.00	P-01	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/14	10/12/14	--1-1--					2	\$150.00		0.00			
		Week: 10/13/14	10/19/14	11-----					2	\$150.00		0.00			
N 15	WSAW	10/13/14	10/13/14	Monday Prime Hr 2 Monday Prime Hr 2	CM	8p-9p	1-----	:30	1	\$1,000.00	P-01	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/14	10/19/14	1-----					1	\$1,000.00		0.00			
N 16	WSAW	10/13/14	10/13/14	Monday Prime Hr 3 Monday Prime Hr 3	CM	9p-10p	1-----	:30	1	\$1,000.00	P-01	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/14	10/19/14	1-----					1	\$1,000.00		0.00			
N 17	WSAW	10/14/14	10/14/14	Locker Room - Packer Show Locker Room - Packer Show	CM	630p-7p	-1-----	:30	1	\$400.00	P-01	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/14	10/19/14	-1-----					1	\$400.00		0.00			
N 18	WSAW	10/14/14	10/14/14	Tuesday Prime Hr 1 Tuesday Prime Hr 1	CM	658p-8p	-1-----	:30	1	\$1,000.00	P-01	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/14	10/19/14	-1-----					1	\$1,000.00		0.00			

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Grid

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 18	WSAW	10/14/14	10/14/14	Tuesday Prime Hr 1 Tuesday Prime Hr 1	CM	658p-8p	-1-----	:30	1	\$1,000.00	P-01	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/14	10/19/14	-1-----		1				\$1,000.00		0.00			
N 19	WSAW	10/14/14	10/14/14	Tuesday Prime Hr 2 Tuesday Prime Hr 2	CM	8p-9p	-1-----	:30	1	\$1,000.00	P-01	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/14	10/19/14	-1-----		1				\$1,000.00		0.00			
N 20	WSAW	10/08/14	10/08/14	Wednesday Prime Hr 1 Wednesday Prime Hr 1	CM	658p-8p	--1----	:30	1	\$1,000.00	P-01	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/14	10/12/14	--1----		1				\$1,000.00		0.00			
N 21	WSAW	10/08/14	10/08/14	Wednesday Prime Hr 2 Wednesday Prime Hr 2	CM	8p-9p	--1----	:30	1	\$1,000.00	P-01	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/14	10/12/14	--1----		1				\$1,000.00		0.00			
N 22	WSAW	10/09/14	10/09/14	Thursday Night Football Thursday Night Football	CM	725p-1015p	---1---	:30	1	\$2,000.00	P-01	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/14	10/12/14	---1---		1				\$2,000.00		0.00			
N 23	WSAW	10/10/14	10/10/14	Friday Prime Special Friday Prime Special	CM	658p-10p	----1--	:30	1	\$3,000.00	P-01	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/14	10/12/14	----1--		1				\$3,000.00		0.00			
N 24	WSAW	10/10/14	10/10/14	Friday Prime Hr 2 Friday Prime Hr 2	CM	8p-9p	----1--	:30	1	\$1,000.00	P-01	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/14	10/12/14	----1--		1				\$1,000.00		0.00			
N 25	WSAW	10/10/14	10/10/14	Friday Prime Hr 3 Friday Prime Hr 3	CM	9p-10p	----1--	:30	1	\$1,000.00	P-01	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/14	10/12/14	----1--		1				\$1,000.00		0.00			
N 26	WSAW	10/11/14	10/11/14	CBS This Morning Satur CBS This Morning Saturday	CM	6a-8a	-----1-	:30	1	\$150.00	P-01	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/14	10/12/14	-----1-		1				\$150.00		0.00			
N 27	WSAW	10/12/14	10/12/14	Sunrise 7 @ 7a Sun Sunrise 7 @ 7a Sun	CM	7a-8a	-----1	:30	1	\$150.00	P-01	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/14	10/12/14	-----1		1				\$150.00		0.00			
N 28	WSAW	10/12/14	10/12/14	CBS Sunday Morning CBS Sunday Morning	CM	7:57a-930a	-----1	:30	1	\$300.00	P-01	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/14	10/12/14	-----1		1				\$300.00		0.00			
N 29	WSAW	10/12/14	10/12/14	Sunday Prime Hr 1 Sunday Prime Hr 1	CM	558p-7p	-----1	:30	1	\$2,000.00	P-01	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/14	10/12/14	-----1		1				\$2,000.00		0.00			
N 30	WSAW	10/12/14	10/12/14	Sunday Prime Hr 3 Sunday Prime Hr 3	CM	8p-9p	-----1	:30	1	\$1,000.00	P-01	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/14	10/12/14	-----1		1				\$1,000.00		0.00			
N 31	WSAW	10/12/14	10/12/14	Sunday Prime Hr 4 Sunday Prime Hr 4	CM	9p-10p	-----1	:30	1	\$1,000.00	P-01	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/14	10/12/14	-----1		1				\$1,000.00		0.00			
N 32	WSAW	10/08/14	10/14/14	News Channel 7 @ 6p News Channel 7 @ 6p	CM	6:15 PM-6:30 PM (6:15 PM-6:30 PM)	1-1-1--	:30	3	\$1,500.00	P-01	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/14	10/12/14	1-1-1--		3				\$1,500.00		0.00			

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 Estimate:  
**WSAW**

*Grid*

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 32	WSAW	10/08/14	10/14/14	News Channel 7 @ 6p	CM	6:15 PM-6:30 PM	1-1-1--	:30	3	\$1,500.00	P-01	0.00	NM	3	\$4,500.00
				News Channel 7 @ 6p		(6:15 PM-6:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/14	10/12/14	--1-1--		2				\$1,500.00		0.00			
		Week: 10/13/14	10/19/14	1-----		1				\$1,500.00		0.00			
N 33	WSAW	10/08/14	10/14/14	News Channel 7 @ 10p	CM	10:15 PM-10:35 PM	11111--	:30	5	\$1,500.00	P-01	0.00	NM	5	\$7,500.00
				News Channel 7 @ 10p M-F											
		POLITICAL TIME RESTICTION LEFT OFF DUE TO NFL FOOTBALL. PLEASE PLACE IN 2ND 1/2 OF SHOW.													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/14	10/12/14	--111--		3				\$1,500.00		0.00			
		Week: 10/13/14	10/19/14	11-----		2				\$1,500.00		0.00			
													Totals	84	\$41,325.00

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